

TESH 2012-2013

*Making the Healthy Choice
The Easy Choice!*

October 17, 2012

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IMPORTANT INFORMATION

**If you experience technical difficulties
during our presentation, please call:**
402-481-5674 (Carol Brandl)
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Please keep your microphone on MUTE unless you wish
to speak to our presenter.

*Thank you for not interrupting our presentation with
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TESH

Program materials are available at:

[http://dhhs.ne.gov/publichealth/Pages/
/schoolhealth
_tesh.aspx](http://dhhs.ne.gov/publichealth/Pages/schoolhealth_tesh.aspx)

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Requirements for Credit

- To receive contact hours for attending today's event you **must**:
 - Sign in, completing all fields of the sign in sheet
 - Be present for the entire event
 - Complete and return an evaluation
 - Keep our program **"Green!"** Please give us your email address and we will issue your certificate electronically!

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Requirements for Credit

- Send evals and sign in sheets (by fax, email, snail mail, or scanned attachment) to the DHHS School Health Program. Certificates are issued by the school health program via email.
- **Contact hour approval for the recording of this event expires September 25, 2014.**
- For more information about TESH, Telehealth Education for School Health, please contact:
kathy.karsting@nebraska.gov.

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Required Disclosures

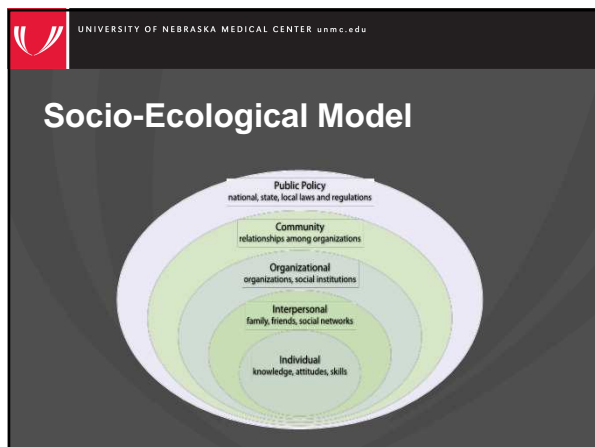
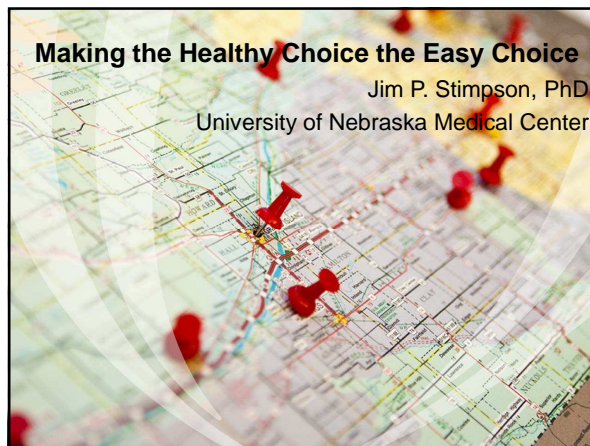
- The members of the TESH planning committee and our presenter today disclose they have no real or perceived conflicts of interest, or financial or commercial influences, that might bias the content of our program.
- There will be no discussion of off-label or unapproved use of medication in this program.

Making the Healthy Choice the Easy Choice Disclaimer

- The opinions and viewpoints expressed in this program are the sole responsibility of the presenter, and do not necessarily reflect the views, policies, or positions of:
 - The Nebraska Department of Health and Human Services;
 - The Nebraska Statewide Telehealth Network or our participating member locations; or
 - The Georgia Nurses' Association, the accredited continuing education approver for our presentation today.

Making the Healthy Choice the Easy Choice

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What is Policy, Systems, Environmental Change?

- PSE is a way of modifying the environment to make healthy choices practical and available to all community members.
- By changing laws and shaping physical landscapes, a big impact can be made with little time and resources.

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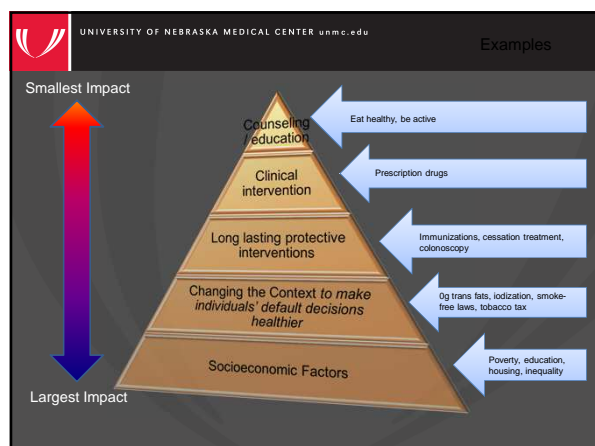
Why is PSE important?

- Where you live affects how you live - you simply can't make healthy decisions if healthy options aren't available to you.
- PSE change makes healthier choices a real, feasible option for every community member by looking at the laws, rules and environments that impact our behavior.
- PSE helps change to be sustainable over time.

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Programs v. PSE

Setting	Programs/Events	PSE Change
School	Celebrate national nutrition month	Add fruits and vegetables to the a la carte options in schools
Community	Host a community bike ride and parade	Implement a Complete Streets policy to ensure community roads are constructed for safe biking, walking, driving
Worksite	Hold health screening for staff	Implement a healthy vending machine policy that offers healthy snacks at affordable prices
Hospital	Hold free breastfeeding courses for new moms	Implement the WHO 10 Steps to Successful Breastfeeding and become a baby friendly hospital



About Policy Change

- Policy change includes the passing of laws, ordinances, resolutions, mandates, regulations, or rules.
- Policies greatly influence the daily decisions we make about our health.
 - Think of the power of seatbelt laws

Examples of Policy Change

- Adding a tax on unhealthy food
- Passing a law allowing residents to plant community gardens in vacant lots
- Schools establishing a policy that prohibits junk food in school fundraising drives
- Passing a law that mandates Health Impact Assessments of proposed construction projects

About Systems Change

- System change involves change made to the rules within an organization. Systems change and policy change often work hand-in-hand.
- Systems change impacts all elements of an organization. Often systems change focuses on changing infrastructure within a school, park, worksite or health setting.

Examples of Systems Change

- Creating a community plan to account for health impacts of new projects
- Creating a certification system for school bake sales to ensure they are in line with school wellness policy
- Error reduction protocol for surgery

About Environmental Change

- Environmental change is a physical or material change to the economic, social, or physical environment.
- Environmental change can be as simple as installing bike signage on already established bike routes or as complex as sidewalk installation and pedestrian friendly intersections to promote walking and biking.

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Examples of Environmental Change

- Pedestrian accommodations meeting the needs of seniors (e.g. adequate benches and ramped sidewalks)
- A convenience store near a school can stop advertising tobacco products in its windows.

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Application: Transportation

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How Transportation Impacts Health

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Cost of Transportation Health Outcomes

Health Outcome	\$\$\$ Billions	Estimate Includes
Obesity and overweight	142	Healthcare costs Lost wages due to illness & disability Future earnings lost by premature death
Air pollution	50-80	Healthcare costs Premature death
Traffic crashes	180	Healthcare costs Lost wages Property damage Travel delay Legal/admin costs Pain & suffering Lost quality of life

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Transportation Policies

- Rail
 - High speed / Subways
 - Light rail / Street cars
 - Commuter trains
- Bus Rapid Transit
- Bike lanes and paths
 - Bike sharing
- Car sharing (Zipcar)
- Increase federal subsidies for mass transit
- Vehicle inspection
- Tiered toll lanes
- Charge for congestion (London)
- Privatize roads / toll roads
- End federal subsidies for roads / oil / gasoline
- Tiered vehicle registration
- Tiered parking

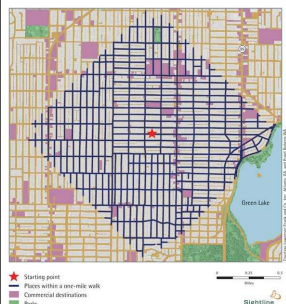
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Omaha Bike Friendly?

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Connected Transportation Networks

- Connectivity means:
 - Compact street network
 - Multiple ways to get to one place
 - Few dead ends; more direct routing
- Creates shorter trips; enables non-motorized modes of transit
- Improves emergency response time / access
- Reduces congestion and traffic speeds



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Urban Sprawl

- New Urbanism
 - Create livable, sustainable communities
 - Mixed use of residential and commercial space that increases density of community
 - Diversity of transit options with emphasis on walking, biking, and train
 - Connected networks: transit, business, social, political
- Sprawl retrofit

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Proposed Development: Atlanta




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Highways to Boulevards

- "Reclaiming Urbanism, Revitalizing Cities"
- Goal is to reverse the damage done by 20th Century highway building
- Damage = urban economies, expensive/unsustainable infrastructure, aesthetic blight
- Cities faced with shrinking budgets look to replace aging highways with revenue generating redevelopment

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Portland's Harbor Drive

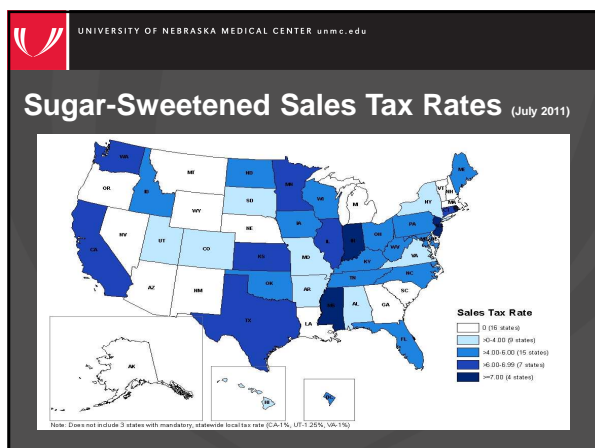
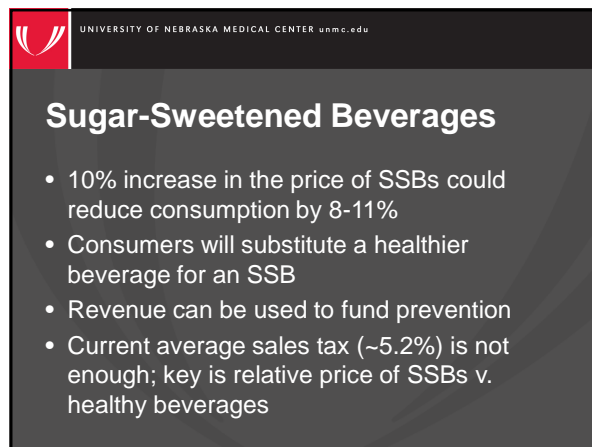
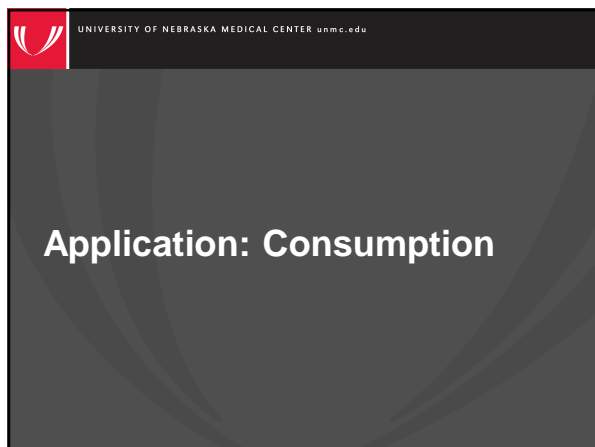
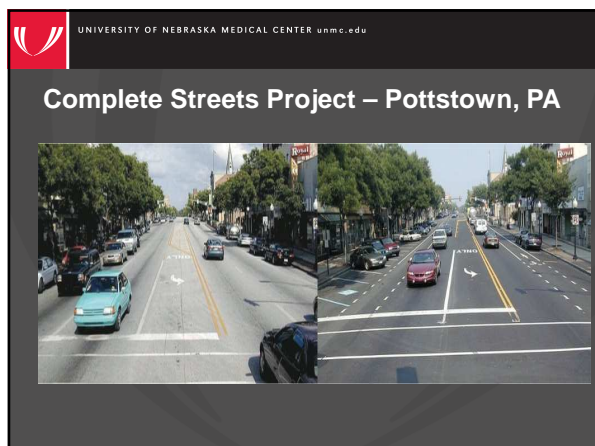


- Portland's Harbor Drive, which ran adjacent to downtown along the Willamette River, was the first major highway to be intentionally removed.
- Average daily traffic was ~ 24,000 vehicles

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Portland's Waterfront Park







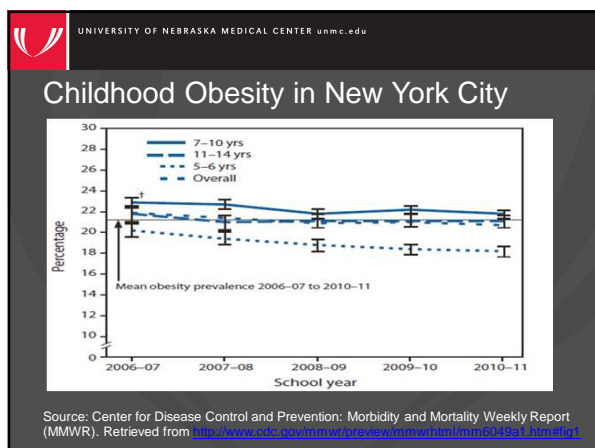
Implementing PSE in Schools

Child Nutrition and WIC Reauthorization Act of 2004 (S. 2507; PL 108-265)

- Mandates local educational agencies to establish a local school wellness policy.
- Policy must include nutrition guidelines targeting childhood obesity.
- In addition, goals for nutrition education, physical activity and other school-based activities must be established.


New York City

- Mayor Bloomberg pushed for obesity policy
- In 2005, New York City introduces NYC FITNESSGRAM; a 'report card' measuring a child's fitness.
- Nutritional changes in schools e.g. substituting low fat milk for whole milk.
- "Move-To-Improve" program, is introduced in elementary schools in 2009.



Safe Routes to School


- SRTS programs work to improve safety and accessibility, and reduce traffic and air pollution in the vicinity of schools.
- These programs make bicycling and walking to school safer and more appealing transportation choices thus encouraging a healthy and active lifestyle from an early age.
- NE Department of Roads (NDOR) launched Safe Routes Nebraska (SRN) in 2006.



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SRN Success Story: McCook, NE

- Police department developed a SRTS map, improved traffic patterns and added crossing guards.
- Officers monitored traffic speed, illegal turns and parking and security near the school.
- PTO organized walking school buses for Walk to School Day.
- 15% increase in students who walk or bicycle to school.



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Resources for Policy, Systems, Environmental Change



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CDC: Health Communities Program


- Works with communities to improve community leaders and stakeholders' skills & commitments for establishing, advancing, and maintaining effective population-based strategies that reduce the burden of chronic disease and achieve health equity.
- Currently, 331 communities and 52 health departments have been funded.
- <http://www.cdc.gov/healthycommunitiesprogram/>



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UNMC Center for Health Policy


- Mission: Improve the public's health in Nebraska by generating and disseminating interdisciplinary research and objective analysis of health policies.
- Expertise: Translational research (T4), comparative effectiveness research, cost effectiveness / benefit analysis, GIS, secondary analysis, HIAs



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Nebraska Health Policy Academy

- Goal: train Nebraska's public health workforce to use health policy as a public health tool.
- Competency-based approach
- Combination of in-person workshops, online modules, and webinars that emphasize application of knowledge and skill building



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